



# BUSN19021 Project

## Term 1 - 2019

Profile information current as at 29/04/2024 05:35 pm

All details in this unit profile for BUSN19021 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

This unit will provide you with the opportunity to complete a supervised project at an advanced level that relates to your discipline area. You will typically enrol in this unit in the later stages of your course of study, and will only be permitted to enrol in this unit with prior agreement from a discipline supervisor and the Dean of School, Business and Law.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Prerequisite: Enrolment in this unit requires approval of the Dean of School, Business and Law

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 1 - 2019

- Online
- Perth

### Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Written Assessment**

Weighting: 20%

#### 2. **Written Assessment**

Weighting: 20%

#### 3. **Written Assessment**

Weighting: 60%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. demonstrate the ability to select a topic suitable for major project work
2. justify the project topic based on secondary information searches and preliminary primary research
3. formulate project schedules from initial problem definition through to the presentation of final information
4. draft and complete proposal, progress and final reports for the project
5. develop practical skills of project management through the implementation of a 'real world' project of your choice.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

|   |  |  |  |  |  |
|---|--|--|--|--|--|
|  N/A Level |  Introductory Level |  Intermediate Level |  Graduate Level |  Professional Level |  Advanced Level |
|---|--|--|--|--|--|

### Alignment of Assessment Tasks to Learning Outcomes

| Assessment Tasks             | Learning Outcomes |   |   |   |   |
|------------------------------|-------------------|---|---|---|---|
|                              | 1                 | 2 | 3 | 4 | 5 |
| 1 - Written Assessment - 20% | •                 | • | • | • | • |
| 2 - Written Assessment - 20% | •                 | • | • | • | • |
| 3 - Written Assessment - 60% | •                 | • | • | • | • |

### Alignment of Graduate Attributes to Learning Outcomes

| Graduate Attributes                                 | Learning Outcomes |   |   |   |   |
|---|-------------------|---|---|---|---|
|   | 1                 | 2 | 3 | 4 | 5 |
| 1 - Communication                                   | •                 | • | • | • |   |
| 2 - Problem Solving                                 |                   | • | • | • | • |
| 3 - Critical Thinking                               | •                 | • |   | • | • |
| 4 - Information Literacy                            | •                 | • |   |   | • |
| 5 - Team Work                                       |                   |   |   |   | • |
| 6 - Information Technology Competence               | •                 | • |   |   |   |
| 7 - Cross Cultural Competence                       |                   |   |   |   |   |
| 8 - Ethical practice                                |                   |   |   |   |   |
| 9 - Social Innovation                               |                   |   |   |   |   |
| 10 - Aboriginal and Torres Strait Islander Cultures |                   |   |   |   |   |

### Alignment of Assessment Tasks to Graduate Attributes

| Assessment Tasks             | Graduate Attributes |   |   |   |   |   |   |   |   |    |
|------------------------------|---------------------|---|---|---|---|---|---|---|---|----|
|                              | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 - Written Assessment - 20% | •                   |   | • | • |   | • |   |   |   |    |
| 2 - Written Assessment - 20% | •                   |   |   | • |   | • |   |   |   |    |

| Assessment Tasks                    | Graduate Attributes |   |   |   |   |   |   |   |   |    |
|-------------------------------------|---------------------|---|---|---|---|---|---|---|---|----|
|                                     | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| <b>3 - Written Assessment - 60%</b> | •                   | • |   | • |   | • |   |   |   |    |

## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

#### Additional Textbook Information

You will need access to the following resources:

- CQUniversity student email
- Internet
- Unit website (Moodle)
- Endnote (available through Library - see Moodle link)

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Endnote (available through Library - see Moodle link)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Michelle Thompson** Unit Coordinator  
[m.thompson@cqu.edu.au](mailto:m.thompson@cqu.edu.au)

## Schedule

### Week 1 - 11 Mar 2019

| Module/Topic   | Chapter | Events and Submissions/Topic   |
|--|---------|--|
| <ul style="list-style-type: none"> <li>• Research topic discussion with supervisor (mandatory)</li> <li>• Initiate literature review (initial searches, organise bibliographical listing system, initial reading)</li> </ul> |         | Establish regular meeting times with your supervisor for the term and progress your research proposal. |

### Week 2 - 18 Mar 2019

| Module/Topic   | Chapter | Events and Submissions/Topic                    |
|--|---------|---|
| <ul style="list-style-type: none"> <li>• Topic finalisation</li> <li>• Start writing project proposal</li> <li>• Source and read literature</li> </ul> |         | Selection/discussion of project focus and scope |

**Week 3 - 25 Mar 2019**

| Module/Topic  | Chapter | Events and Submissions/Topic |
|---|---------|------------------------------|
| <ul style="list-style-type: none"> <li>• Discuss proposal components with supervisor</li> <li>• Progress the project proposal document</li> <li>• Source and read literature</li> </ul> |         |                              |

**Week 4 - 01 Apr 2019**

| Module/Topic  | Chapter | Events and Submissions/Topic  |
|---|---------|---|
| <ul style="list-style-type: none"> <li>• Finalise project proposal</li> <li>• Source and read literature</li> </ul> |         | <b>Project Proposal</b> Due: Week 4 Friday (5 Apr 2019) 11:55 pm AEST |

**Week 5 - 08 Apr 2019**

| Module/Topic  | Chapter | Events and Submissions/Topic |
|---|---------|------------------------------|
| <ul style="list-style-type: none"> <li>• Discuss conceptual framework and literature review with supervisor</li> <li>• Extend literature search and continue reading</li> </ul> |         |                              |

**Vacation Week - 15 Apr 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

**Week 6 - 22 Apr 2019**

| Module/Topic  | Chapter | Events and Submissions/Topic |
|---|---------|------------------------------|
| <ul style="list-style-type: none"> <li>• Discuss conceptual framework and literature review with supervisor</li> <li>• Continue to read literature</li> </ul> |         |                              |

**Week 7 - 29 Apr 2019**

| Module/Topic  | Chapter | Events and Submissions/Topic  |
|---|---------|---|
| <ul style="list-style-type: none"> <li>• Finalise and submit progress report</li> </ul> |         | <b>Literature Review and Conceptual Framework</b> Due: Week 7 Friday (3 May 2019) 11:55 pm AEST |

**Week 8 - 06 May 2019**

| Module/Topic   | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| <ul style="list-style-type: none"> <li>• Deepen literature review and begin writing final paper.</li> <li>• Focus on your data collection and analysis processes.</li> </ul> |         |                              |

**Week 9 - 13 May 2019**

| Module/Topic   | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| <ul style="list-style-type: none"> <li>• Deepen literature review and continue writing final paper.</li> <li>• Continue to gather data and analyse.</li> </ul> |         |                              |

**Week 10 - 20 May 2019**

| Module/Topic   | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| <ul style="list-style-type: none"> <li>• Discuss structure and contents of final report with supervisor</li> </ul> |         |                              |

**Week 11 - 27 May 2019**

| Module/Topic   | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| <ul style="list-style-type: none"> <li>• Prepare project paper and discussion with supervisor</li> </ul> |         |                              |

**Week 12 - 03 Jun 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

- Make final revisions to project report and submit

**Final Project Report** Due: Week 12  
Friday (7 June 2019) 11:55 pm AEST

#### Review/Exam Week - 10 Jun 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

#### Exam Week - 17 Jun 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

## Assessment Tasks

### 1 Project Proposal

#### Assessment Type

Written Assessment

#### Task Description

**Your project is an individual assessment task.**

**For general Project topics, this assessment consists of a research proposal of 600-1,000 words. It may include:**

- **A statement of the problem/research gap** that you would like to explore. This will be summarised into the research topic name.
- **Research questions/hypothesis:** What are the potential research questions or hypotheses that can address the problem/research gap?
- **Justification of the research project:** Why your chosen project topic is important theoretically and practically?
- **A brief statement of method:** What is/are the potential approach and method(s) you will use to conduct your study, collecting and analysing data? What are the sources of data and how practical to obtain such data within a very short period of time? Remember you do not have to write a detailed methodology here as it is required in your second assignment.
- **Organisation of the study:** How many chapters do you expect in your report and what are they?
- **Gantt chart:** Provide a Gantt chart indicating what you will do in each week over the twelve week period.

#### Assessment Due Date

Week 4 Friday (5 Apr 2019) 11:55 pm AEST

Submitted online through Moodle

#### Return Date to Students

Week 6 Friday (26 Apr 2019)

#### Weighting

20%

#### Assessment Criteria

Your report will be graded according to its overall quality on the following criteria:

**Key criteria that will be graded include:**

1. Statement of the problem
2. Research objectives/questions/hypothesis
3. Justification/significance of the research project
4. A brief methodology
5. Organisation of the study
6. Gantt Chart

**Your work will also be assessed on the following professional criteria:**

1. Presentation, structure, grammar, style, clarity of expression and brevity
2. The use of clear English expression and logical flow between the sentences and the paragraphs, with a clear introduction and conclusion.
3. Accurate referencing of sources and correct presentation of graphs, tables, diagrams and/or drawings

**The various levels of pass will typically display the following:**

**P - Pass**

Used for a mark in the range 50% – 64%.

Evident as: a sound level of presentation, with a basic structure, adequate grammar & writing style that fulfills the basic requirements of the assignment. The literature review will contain a basic array of relevant literature reviewed at a satisfactory level. The conceptual framework will provide a standard account of the relevant issues.

#### **C - Credit**

Used for a mark in the range of 65% – 74%.

Evident as: a professional level of presentation with an easily readable structure, use of grammar and writing style that comfortably fulfills the requirements of the assignment. The literature review will contain a competent array of relevant literature reviewed at a sound level to communicate the conceptual framework for the topic.

#### **D - Distinction**

Used for a mark in the range of 75% – 84%.

Evident as: a professional level of presentation with a polished structure, use of grammar and writing style that very competently fulfills the basic requirements of the assignment. The literature review will contain a comprehensive array of relevant literature reviewed with evident mastery using correct referencing style. The various sections will convey a mastery of the relevant issues with some originality, insight including extended application.

#### **HD - High Distinction**

Used for a mark in the range 85% – 100%.

Evident as: an outstanding and faultless level of presentation with a polished structure, use of grammar and writing style that shows an excellent understanding of knowledge, skills and application required for the assignment indicating keen interest and considerable capacity in all aspects; The literature review will contain a comprehensive array of relevant literature reviewed with evident mastery using correct referencing style. The various sections will convey a mastery of the relevant issues with considerable originality, insight including extended application.

#### **Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

#### **Submission**

Online

#### **Submission Instructions**

All submissions to be made in word document formats (eg. '.docx')

#### **Learning Outcomes Assessed**

- demonstrate the ability to select a topic suitable for major project work
- justify the project topic based on secondary information searches and preliminary primary research
- formulate project schedules from initial problem definition through to the presentation of final information
- draft and complete proposal, progress and final reports for the project
- develop practical skills of project management through the implementation of a 'real world' project of your choice.

#### **Graduate Attributes**

- Communication
- Critical Thinking
- Information Literacy
- Information Technology Competence

## **2 Literature Review and Conceptual Framework**

#### **Assessment Type**

Written Assessment

#### **Task Description**

**This is an individual assessment task.**

Assessment 2 requires the preparation of a progress report on your project. It will focus on a draft conceptual framework and literature review. It will also generally outline your progress in the overall project as proposed in assessment item 1 and may include comments on revision and development of other sections, such as aims, objectives or method.

Following this assessment, the draft literature review and draft conceptual framework will both be refined and completed to their final form which will likely provide the second chapter of your final project report.

The submission will up to a maximum of 1,000 words and will use APA (author, date) in text citations. It is recommended that EndNote bibliographic software be used to manage references and citations.

Further details and support resources may be found in Moodle.

**Be sure to keep in close contact with your supervisor for guidance on your specific project!**

#### **Assessment Due Date**

Week 7 Friday (3 May 2019) 11:55 pm AEST

Assessment to be submitted online through Moodle.

### **Return Date to Students**

Week 9 Friday (17 May 2019)

Assessment grades will be returned and released on completion of the moderation process.

### **Weighting**

20%

### **Assessment Criteria**

Your report will be graded according to its overall quality on the following criteria:

#### **Key criteria that will be graded include:**

1. Extent of literature and effectiveness of review
2. Effectiveness of draft conceptual framework
3. Revised discussion of research aims, methodology, data collection and analysis processes where indicated.
4. Assessment of project progress and completion strategy
5. Originality and insight.

#### **Your work will also be assessed on the following professional criteria:**

1. Presentation, structure, grammar, style, clarity of expression and brevity
2. The use of clear English expression and logical flow between the sentences and the paragraphs, with a clear introduction and conclusion.
3. Accurate referencing of sources and correct presentation of graphs, tables, diagrams and/or drawings

Standards required for the various grades of pass use the university grades and results procedures. The various levels of pass will typically display the following:

#### **P - Pass**

Used for a mark in the range 50% – 64%.

Evident as: a sound level of presentation, with a basic structure, adequate grammar & writing style that fulfils the basic requirements of the assignment. The literature review will contain a basic array of relevant literature reviewed at a satisfactory level. The conceptual framework will provide a standard account of the relevant issues.

#### **C - Credit**

Used for a mark in the range of 65% – 74%.

Evident as: a professional level of presentation with an easily readable structure, use of grammar and writing style that comfortably fulfils the requirements of the assignment. The literature review will contain a competent array of relevant literature reviewed at a sound level to communicate the conceptual framework for the topic using correct referencing style.

#### **D - Distinction**

Used for a mark in the range of 75% – 84%.

Evident as: a professional level of presentation with a polished structure, use of grammar and writing style that very competently fulfils the basic requirements of the assignment. The literature review will contain a comprehensive array of relevant literature reviewed with evident mastery using correct referencing style. The conceptual framework will provide a mastery of the relevant issues with some originality, insight including extended application.

#### **HD - High Distinction**

Used for a mark in the range 85% – 100%.

Evident as: an outstanding and faultless level of presentation with a polished structure, use of grammar and writing style that shows an excellent understanding of knowledge, skills and application required for the assignment indicating keen interest and considerable capacity in all aspects; The literature review will contain a comprehensive array of relevant literature reviewed with evident mastery using correct referencing style. The conceptual framework will provide a mastery of the relevant issues with considerable originality, insight including extended application.

### **Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)



## Submission

Online

## Submission Instructions

All submissions to be made in word document formats (eg. '.docx')

## Learning Outcomes Assessed

- demonstrate the ability to select a topic suitable for major project work
- justify the project topic based on secondary information searches and preliminary primary research
- formulate project schedules from initial problem definition through to the presentation of final information
- draft and complete proposal, progress and final reports for the project
- develop practical skills of project management through the implementation of a 'real world' project of your choice.

## Graduate Attributes

- Communication
- Information Literacy
- Information Technology Competence

## 3 Final Project Report

### Assessment Type

Written Assessment

### Task Description

This assessment represents the culmination of the term-long project work completed in this unit. It is an individual assessment task.

**Word length:** Up to 3,000 words

It involves presentation of a full report which will:

1. outline the project topic question and strategy,
2. review the literature,
3. provide a conceptual framework,
4. analyse the particularities of the research question/topic and make suitable conclusions.

It will be written as an academic paper using APA referencing and a reference list.

Further details and support resources may be found in Moodle for all students.

### Assessment Due Date

Week 12 Friday (7 June 2019) 11:55 pm AEST

Submitted online through Moodle.

### Return Date to Students

Assignments will be returned after Certification of Grades (12 July 2019)

### Weighting

60%

### Assessment Criteria

Your submission will be graded according to its overall quality on the following criteria:

**Key criteria that will be graded include:**

1. presentation, structure, grammar, style, clarity of expression and brevity
2. outline the project topic question and research strategy,
3. depth of review of the literature,
4. clarity and applicability of the conceptual framework,
5. analysis of the data (including where applicable, field data, desk top research data or other data as required aligning with the research question/topic.)
6. suitable conclusions and/or recommendations based on your findings
7. strength of structured argument answering the research problem
8. originality and insight.

Standards required for the various grades of pass use the university grades and results procedures. The various levels of pass will typically display the following:

### P - Pass

Used for a mark in the range 50% - 64%.

Evident as: a sound level of presentation, with a basic structure, adequate grammar & writing style that fulfils the basic requirements of the assignment.

### **C - Credit**

Used for a mark in the range of 65% – 74%.

Evident as: a professional level of presentation with an easily readable structure, use of grammar and writing style that comfortably fulfils the requirements of the assignment. Evidence of correct use of APA referencing style and professional report presentation.

### **D - Distinction**

Used for a mark in the range of 75% – 84%.

Evident as: a professional level of presentation with a polished structure, use of grammar and writing style that very competently fulfils the basic requirements of the assignment. Evident mastery of the APA referencing style. The analysis and findings will demonstrate a mastery of the relevant issues with some originality, insight including extended application.

### **HD - High Distinction**

Used for a mark in the range 85% – 100%.

Evident as: an outstanding and faultless level of presentation with a polished structure, use of grammar and writing style that shows an excellent understanding of knowledge, skills and application required for the assignment indicating keen interest and considerable capacity in all aspects.

### **Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

All submissions to be made in word document formats (eg. '.docx')

### **Learning Outcomes Assessed**

- demonstrate the ability to select a topic suitable for major project work
- justify the project topic based on secondary information searches and preliminary primary research
- formulate project schedules from initial problem definition through to the presentation of final information
- draft and complete proposal, progress and final reports for the project
- develop practical skills of project management through the implementation of a 'real world' project of your choice.

### **Graduate Attributes**

- Communication
- Problem Solving
- Information Literacy
- Information Technology Competence

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem